

June 5, 2009

K-Business of the Day

Today's Attendance:

There were 53 Kiwanians in attendance today with **Marv Beatty** bringing two guests today, Eloise Beatty and Marilyn Nelson, **Jack Padgham** brought Nancy Padgham with him, and **Ed Reisch**, continuing his new tradition of bringing adorable guests, brought his wife Mary Lou Reisch this week. Also, **Tom Schomisch** brought along Tom Fett to this week's meeting.

This Week's Program Summary

This week's speaker was Dave Zweifel, Editor Emeritus from the Capital Times. Dave was introduced by **Marv Beatty** and his topic focused on the dire state of the newspaper industry.

Dave began his presentation with a direct comment that the newspaper industry is not doing well anymore specifically due to the internet and the economy. As a result, advertising revenue is way down. Since there are so many publicly traded newspaper organizations, in fact the Wisconsin State Journal and Capital Times are both owned by Lee Enterprises, the plummeting of their stock price values has resulted in the newspaper industry just slowly disappearing and probably going away.

Dave provided some history explaining that since the early 1900's, the Cap Times used to compete directly with the Wisconsin State Journal (WSJ) until their merger in 1948. At the time, the Cap Times wanted to maintain the afternoon distribution, and they had to convince the WSJ to take the morning distribution, and the Cap Times gave the WSJ the Sunday distribution as part of the agreement. Dave indicated that it was a bad decision in retrospect since afternoon distributions went out of vogue, and now as a result, the Cap Times is only published on Wednesday and Thursday, and is distributed with the WSJ.

The only remaining print media publications that still seem to be thriving are the USA Today, and the Wall Street Journal. The Cap Times now publishes on the Web, and the primary issue now is to identify advertisers who are willing to spend their advertising revenue on the web. The bottom line, it is going to be interesting to see if the newspaper industry can actually make money by

distributing their product through the web. The web does offer an interesting and immediate feedback loop from readers which is not available in print journalism.

Moral of the Story: Through the web, it will be possible for the journalism industry to continue their watchdog role in this society.

Contributing Kiwanians

PRESIDING.....Ron Schuler
GREETER..... Ron Fiedler
CHECK POINT..... Bob and Matty
OPENING WORDLarry Theis
KOG Reporter.....Al Wearing
MUSIC.....Boomer and Dave
RAFFLE..... Arthur Peterson
. Henry Ahlgren Scholarship Fund
Present Membership.....99

WEBSITE: madisonwestkiwanis.tripod.com

For a listing of FUTURE PROGRAMS:

<http://www.wml.org/scripts/BillB/Programs2009.htm>

President Ron's Announcements

Due to Vacation Bible School during the week of June 15th, **Ron** indicated that the June 19th meeting would be held at Oakwood Village. The meeting will be held in the Nakoma West Room and there will be directions to the room at the front door. Also, for your reference, the address of Heritage Oaks is 6205 West Mineral Point Road.

Ron announced that since Mt. Olive has indicated that they are planning to move to their new location on September 13, 2009, Chuck Stumpf was conducting a tour of the new location following the Kiwanis Madison West meeting. The new address is 110 North Whitney Way.

Ron also announced that the next Eplegaarden session of bundling firewood will be June 20th at 9:00 AM.

Future K-Meetings

<u>DATE</u>	<u>PROGRAM</u>	<u>KOG EDITOR</u>	<u>GREETER</u>	<u>OPENING WORD</u>
June 12	Ron Schuler, President Madison West Kiwanis Farm Technology Update		AI Wearing Don Herrmann	TBD
June 19	Mary Kay Baum Crossing Bridges with Hope	AI Wearing	John Thomas	Carrol Spencer
June 26	Greg Larson Potosi Brewery	AI Wearing	Virgil Jurrens	TBD
July 3	John Dolan, Smart Toyota Innovations in the New Toyota Prius	AI Wearing	Doyle Behl	Ed Reisch
July 10	Margaret Lewis Wisconsin Academy of Science Arts and Letters	AI Wearing	Marv Beatty	TBD
July 17	John Wiley, Director, Wi Institute for Discovery Developments at the Wisconsin Institute of Discovery	AI Wearing	John Roberts	TBD
July 24	Lee Swanson Ice Age Trail	AI Wearing	Bill Battista	TBD
July 31	Rev Joan Deming Traveling in Jerusalem	AI Wearing	TBD	TBD
August 7	Annual Grant Awards Recognition	AI Wearing	TBD	Karyn Schairer
August 21	Dick Alpert, WIBA Morning Radio Radio History	AI Wearing	TBD	TBD

Upcoming Activities and Events

June 7	Badger Sporting Goods vs MWK	3:20	West Madison Little League
June 9	MWK vs Meicher & Associates	4:30	West Madison Little League
June 14	MWK vs Nitty Gritty	6:45	West Madison Little League
June 16	Culver's vs MWK	6:10	West Madison Little League
June 19	MWK vs. American Transmission	4:00	West Madison Little League
June 20	Eplegaarden	9:00	Eplegaarden
June 21	Blumer's Soda vs MWK	4:30	West Madison Little League
June 27	Soap Box Derby	TBD	Rosa Road
July 27, 28	Service Club Olympics	TBD	KEVA Sports Center
Sept 23-25	Camp Wawbeek Key Leader Training		Camp Wawbeek

Member Announcements.

Soap Box Derby Update

Ed Reisch announced that due to the economy, Madison West Kiwanis has lost a major sponsor for the Soapbox Derby and Ed asked that it would be appreciated if we could have individual donors step up to assist in financing the Soapbox Derby. Ed even suggested that we donate the raffle winnings as often as possible to the Soapbox Derby. **Fritz Lutze** on behalf of Golden K Kiwanis donated \$50. Ed wanted to note that any contributions could be given to either Ed or **Dave LeDuc**. **Aaron Waldron** announced that the sign up sheet for volunteers would be distributed around today, and that volunteers were needed for June 26th, 27th, and 28th.

Kiwanis Shirt Orders

Mary Mennes announced that she will be coordinating the ordering of new Kiwanis shirts, and she reminded everyone that there are a variety of options available for displaying your commitment and dedication to Kiwanis.

Service Olympics

Orley Jensen announced that there will be a change this year in the leadership for the Madison West Kiwanis Service Olympic Team. This year, **Steve Mueller** has volunteered to lead our various teams as the coordinator the Madison West Kiwanis team replacing **Ed Ornes** with this duty. Orley did remind everyone that the competition will be on July 27th and July 28th.

Birthday Celebrations

There were a number of members at the birthday table today and happy birthday to Randy Hansen, Rich Dilfer, Tom Schomisch, and Marv Schaeffer.

Program Website

Bill Battista would like to remind all the members that AOL is discontinuing the web storage feature which is used to post future events. In the short term, Bill will store the information at the following location: <http://www.wmll.org/scripts/BillB/Programs2009.htm> Please note that Bill has updated this website to reflect 2009. Also, Bill would like to remind everyone that the Kiwanis phone line has been disconnected because there were never any calls, and we saved some money as a result.